

# ORDER



**Orders**

**Order / Rev:** 184579

Alt Order #:

**Product Desc:** Obama for America

**Estimate:** 1621

**Flight Dates:** 08/18/12 - 08/23/12

**Original Date / Rev:** 08/17/12 / 08/17/12

**Order Type:** GENERAL

**KMGH**

**Primary AE:** David Lombardo

**Sales Office:** EWSDC

**Sales Region:** NAT

**Agency**

**Name:** GMMB Inc.

**Buying Contact:** Kristen Keuleman

**Billing Contact:**

1010 Wisconsin Ave, NW

Washington DC, DC 20007

**Billing Type:** Cash

**Billing Calendar:** Broadcast

**Billing Cycle:** EOM/EOC

**Agency Commission:** 15%

**Advertiser**

**Name:** President/Obama (D)

**Demographic:** A25-54

**Product Codes:** PL1-President

**Priority:** P2

**Revenue Codes:** POL, POL, CAND

**New Business Thru:**

**Order Separation:** 00:15:00

**Advertiser External ID:** MAJ

**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/23/12	49	\$37,725.00	\$32,066.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	49	\$37,725.00	\$32,066.25	0.00
<b>Totals</b>	<b>49</b>	<b>\$37,725.00</b>	<b>\$32,066.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	08/20/12	08/23/12	6-7A News M-F/KMGH	CA	6A-7A	MTWT---	:30	1	\$475.00	P3	0.00	NM	1	\$475.00
				6-7A News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/18/12	08/24/12	MTWT---		1				\$475.00		0.00			
N 2	KMGH	08/20/12	08/23/12	GMA M-F 7-9A / KMGH	CA	7A-9A	MTWT---	:30	5	\$700.00	P2	0.00	NM	5	\$3,500.00
				GMA M-F 7-9A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/18/12	08/24/12	MTWT---		5				\$700.00		0.00			
N 3	KMGH	08/19/12	08/19/12	ABC GMA SUN	CA	Sun GMA 6A-7A	-----S	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
				GMA SUN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/18/12	08/24/12	-----S		1				\$200.00		0.00			
N 4	KMGH	08/19/12	08/19/12	7A-8A SUN MORN NEWS	CA	7A-8A	-----S	:30	1	\$250.00	P3	0.00	NM	1	\$250.00
				7A-8A SUN MORN NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/18/12	08/24/12	-----S		1				\$250.00		0.00			
N 5	KMGH	08/20/12	08/23/12	Inside Edition 9A	CA	9A-930A	MTWT---	:30	3	\$400.00	P2	0.00	NM	3	\$1,200.00
				Inside Edition 9A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/18/12	08/24/12	MTWT---		3				\$400.00		0.00			
N 6	KMGH	08/20/12	08/23/12	Millionaire 930A	CA	930A-10A	MTWT---	:30	3	\$425.00	P2	0.00	NM	3	\$1,275.00
				Millionaire											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/18/12	08/24/12	MTWT---		3				\$425.00		0.00			

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Advertiser: President/Obama (D)  
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KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	KMGH	08/20/12	08/23/12	The View THE VIEW	CA	10A-11A	MTWT---	:30	3	\$600.00	P3	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/18/12	08/24/12	MTWT---			3		\$600.00		0.00				
N 8	KMGH	08/20/12	08/23/12	11A-12P News/KMGH 11A-12P News	CA	11A-12P	MTWT---	:30	3	\$450.00	P2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/18/12	08/24/12	MTWT---			3		\$450.00		0.00				
N 9	KMGH	08/19/12	08/19/12	9-10a News CC Sun/KMGH 9-10a News CC Sun/KMGH	CA	9A-10A	-----S	:30	1	\$450.00	P2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/18/12	08/24/12	-----S			1		\$450.00		0.00				
N 10	KMGH	08/20/12	08/23/12	Inside Edition 330P Inside Edition 330P	CA	330P-4P	MTWT---	:30	4	\$350.00	P3	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/18/12	08/24/12	MTWT---			4		\$350.00		0.00				
N 11	KMGH	08/20/12	08/23/12	DR. OZ - 4PM Dr. Oz	CA	4P-5P	MTWT---	:30	4	\$450.00	P2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/18/12	08/24/12	MTWT---			4		\$450.00		0.00				
N 12	KMGH	08/20/12	08/23/12	7News at 3PM / KMGH 7News at 3PM	CA	3P-330P	MTWT---	:30	2	\$400.00	P3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/18/12	08/24/12	MTWT---			2		\$400.00		0.00				
N 13	KMGH	08/20/12	08/23/12	5-530P News M-F/KMGH 5-530P News	CA	5P-530P	MTWT---	:30	3	\$800.00	P3	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/18/12	08/24/12	MTWT---			3		\$800.00		0.00				
N 14	KMGH	08/18/12	08/18/12	5-6p News Saturday 5pm News Saturday	CA	5P-6p	-----S-	:30	1	\$350.00	P3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/18/12	08/24/12	-----S-			1		\$350.00		0.00				
N 15	KMGH	08/19/12	08/19/12	5pm News Sunday 5pm News Sun Local News	CA	5P-6P	-----S	:30	1	\$375.00	P3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/18/12	08/24/12	-----S			1		\$375.00		0.00				
N 16	KMGH	08/20/12	08/23/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P	MTWT---	:30	4	\$1,700.00	P3	0.00	NM	4	\$6,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/18/12	08/24/12	MTWT---			4		\$1,700.00		0.00				
N 17	KMGH	08/20/12	08/23/12	630-7P WHEEL (M-F) 630-7p WHEEL (M-F)	CA	630-7P	MTWT---	:30	3	\$1,600.00	P3	0.00	NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/18/12	08/24/12	MTWT---			3		\$1,600.00		0.00				
N 18	KMGH	08/18/12	08/18/12	Jeopardy (6p Saturday) Jeopardy (6-630p Saturday)	CA	6P-630P	-----S-	:30	1	\$700.00	P2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/18/12	08/24/12	-----S-			1		\$700.00		0.00				
N 19	KMGH	08/18/12	08/18/12	Wheel of Fortune SAT (630-7p) Wheel of Fortune SAT (630-7p)	CA	630P-7P	-----S-	:30	1	\$600.00	P2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/18/12	08/24/12	-----S-			1		\$600.00		0.00				
N 20	KMGH	08/21/12	08/21/12	ABC Tue B ABC Tue B	CA	8P-9P	-T-----	:30	1	\$2,200.00	P3	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/18/12	08/24/12	-T-----			1		\$2,200.00		0.00				
N 21	KMGH	08/19/12	08/19/12	ABC Sun C Extreme Makeover: Weight Los	CA	8P-10P	-----S	:30	1	\$3,000.00	P2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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N21	KMGH	08/19/12	08/19/12	ABC Sun C Extreme Makeover: Weight Los:	CA	8P-10P	-----S	:30	1	\$3,000.00	P2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/18/12	08/24/12	-----S			1			\$3,000.00		0.00			
N22	KMGH	08/20/12	08/23/12	Nightline Nightline	CA	1037P-1103P	MTWT---	:30	1	\$800.00	P2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/18/12	08/24/12	MTWT---			1			\$800.00		0.00			
N23	KMGH	08/20/12	08/23/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P	MTWT---	:30	1	\$1,200.00	P2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/18/12	08/24/12	MTWT---			1			\$1,200.00		0.00			
Totals													49	\$37,725.00	